**COMMERCE SYSTEM** 

1st Named Inventor: Leonard Robert Speiser

Express Mail No.: EV 330680676 US Docket No.: 3801P093

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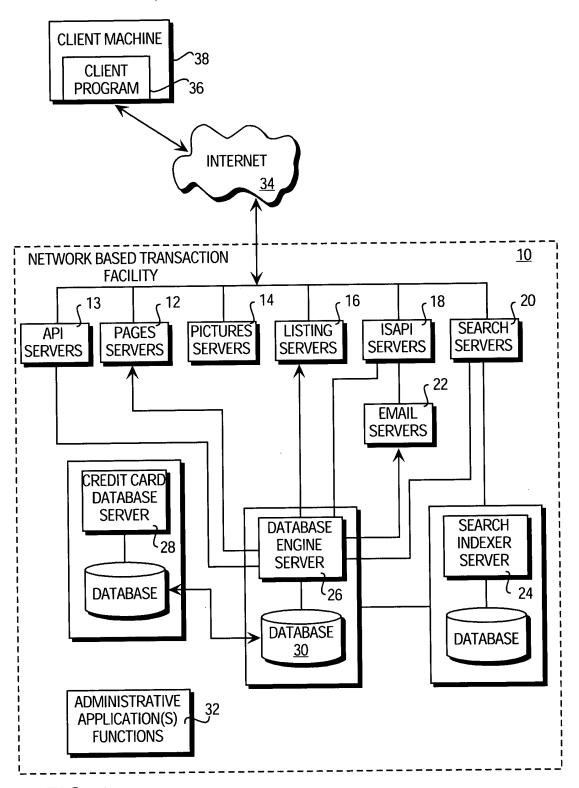
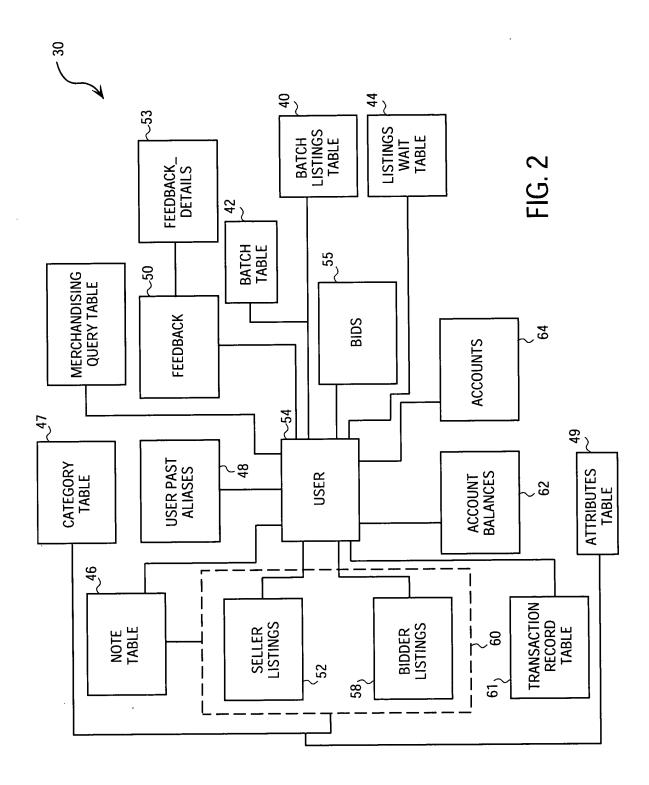


FIG. 1

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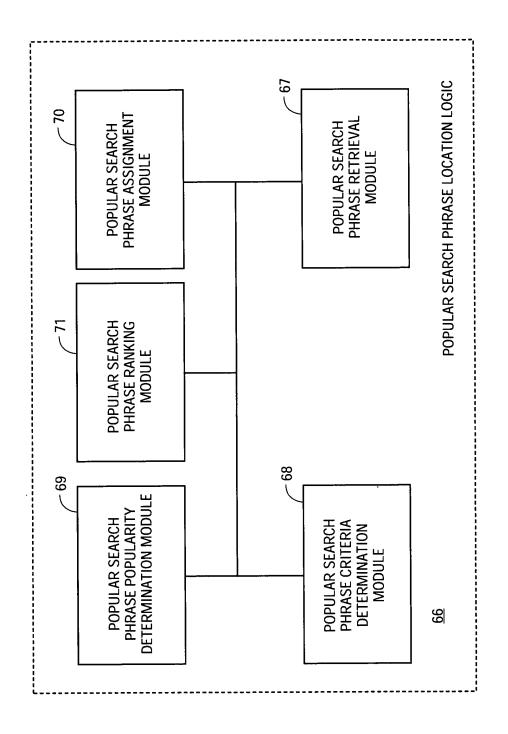
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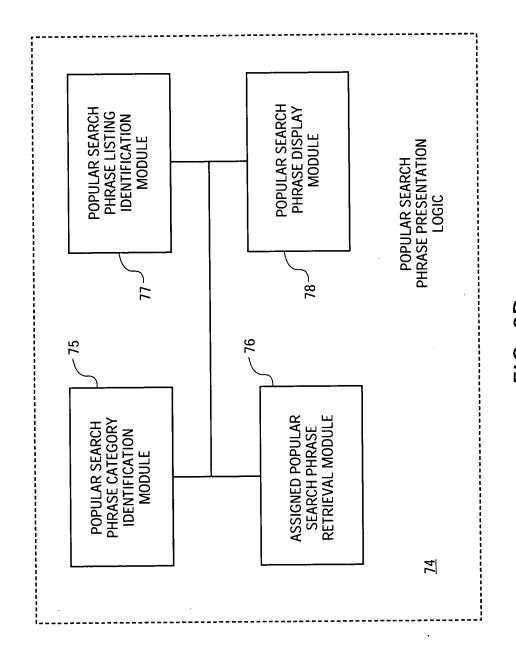
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Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: PRODUCT RECOMMENDATION IN A NETWORK-BASED
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## Popular Search Phrase Table

Search\_Phrase Date\_Of\_Entry Time\_Of\_Entry Site\_ID

# FIG. 4A

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### Popular Search Phrase Ranking Table

Rank Search\_Phrase Searches\_Attempted Site\_ID

FIG. 4B

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			<u>88</u>
	90 92	94	96
Rank 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21	Phrases dvd corvette bm longaberger mustang paris camaro playstation 2 dale earnhardt berlin rims paintball cricket barbie harley davidson rolex gucci queen jeep playstation hockey	Number of Searches 282,547 195,588 195,103 188,481 176,513 146,092 131,000 124,257 115,971 112,023 108,329 104,254 102,967 100,828 100,787 99,787 99,787 99,106 98,681 98,650 98,249 97,638	Site ID  1  1  1  1  1  1  1  1  1  1  1  1  1

FIG. 4C

(408) 947-8200 Blakely, Sokoloff, Taylor & Zafman LLP Title: PRODUCT RECOMMENDATION IN A NETWORK-BASED

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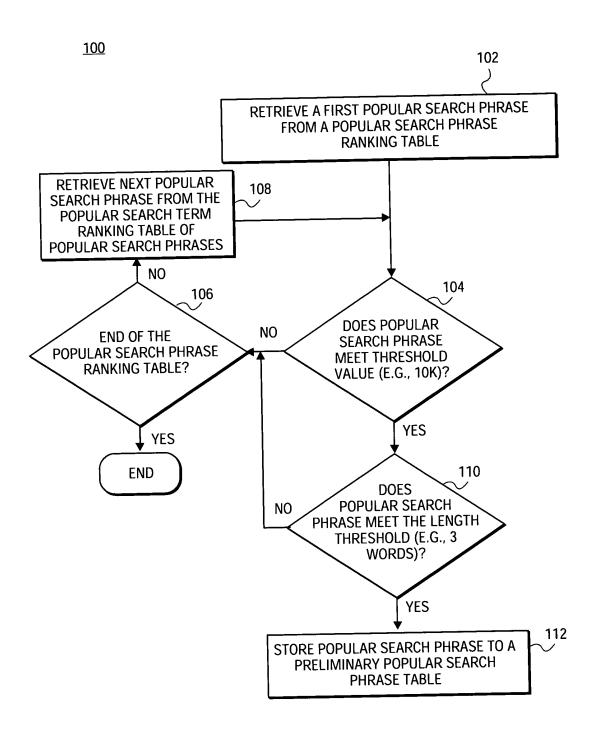


FIG. 5

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Preliminary Popular Search Phrase Table

Search\_Phrase

FIG. 6

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Filtered Popular Search Phrase Table

Search\_Phrase Category\_Assignment Rank\_Within\_Category

FIG. 7

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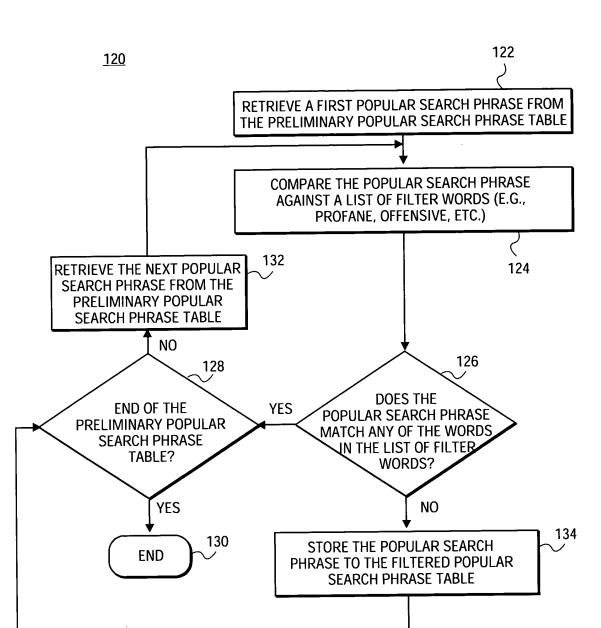


FIG. 8

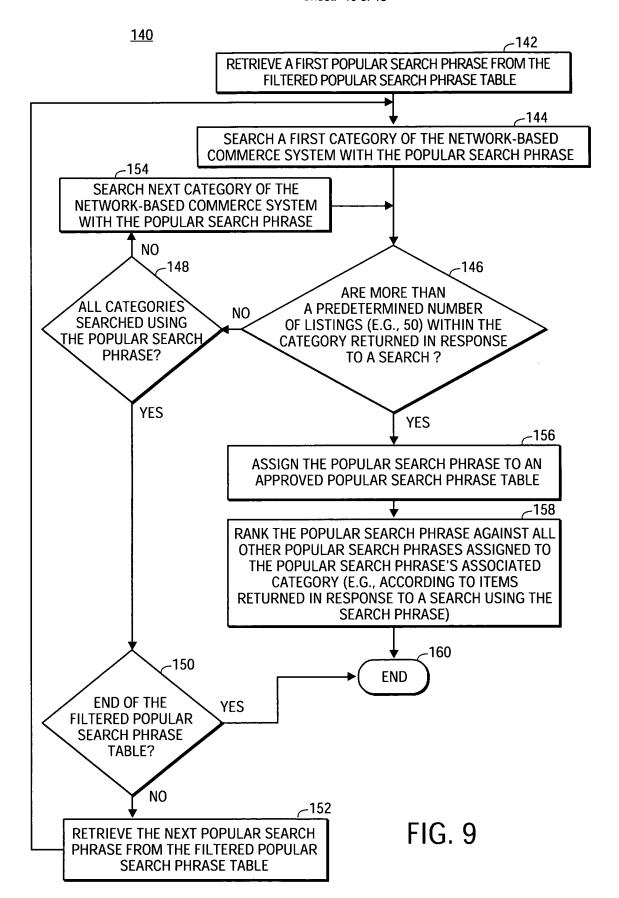
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Approved Popular Search Phrase Table

Search\_Phrase Category\_Assignment

Rank\_Within\_Category

FIG. 10

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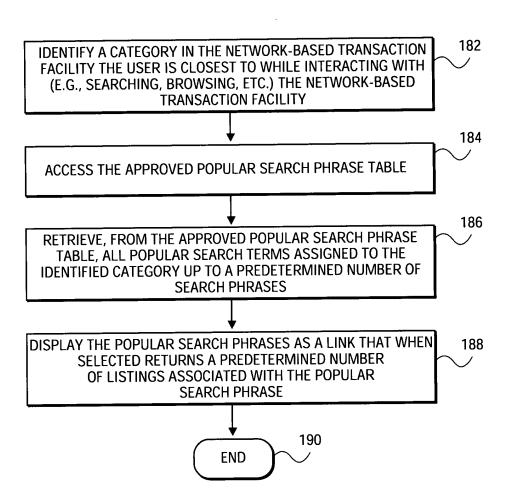


FIG. 11

**COMMERCE SYSTEM** 

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Basic Search cordless phone ☐ in titles & descriptions Search Advanced Search All items Gallery items only Picture hide Featured Item Title Ends PDT Price Rids Matching Categories 🕜 New Compag iPAQ H3670 - 64MB 4G15 No Reserve \$1200.00 123 Items matching your search were found in: 2 Mins ₽ Buy It Now Consumer Electronics 194 Phones & Wireless Devices (1130) 卥 New Compaq IPAO H3670 - 64MB 4G15 No Reserve \$10.00 2 Mins Gadgets & Other Electronics (7) New Compaq iPaq H3670 - 64MB 4G15 No Reserve \$121,00 2 Mins Radio Equipment (1) 崮 New Compag iPag H3670 - 64MB 4G15 No Reserve a \$1270.00 2 Mins more...
Business, Office & Compag iPAQ H3670 - 64MB 4G15 \$120 00 20 Mins Industrial (48) To find out how to be listed in this section ans seen by thousands, please visit this link Featured Auctions ■ Telephone Systems (39) Picture hide Item Title Ends PDT Office Equipment (2) 20 Mins Compan iPan H3670 - 64MB 4G15 No Reserve \$100.00 Wholesale. Large Lots (2) ď New Compag iPag H3670 - 64MB 4G15 No Reserve G \$1200.00 20 Mins Collectibles (9) New Compaq iPaq H3670 - 64MB 4G15 \$14.00 20 Mins Furnishings, Knives
 & Tools (3) ď \$1200.00 New Compaq iPaq H3670 - 64MB 4G15 No Reserve 20 Mins 65 Art. Animation & Photo Images (2) Compag IPag H3670 - 64MB 4G15 No Reserve \$15.00 20 Mins Disneyana (2 롈 Compaq iPaq H3670 - 64MB 4G15 \$120.00 25 Mins See all categories. 230 3 New Compag iPag H3670 - 64MB 4G15 No Reserve \$1200.00 25 Mins Show Only ď New Compan iPan H3670 - 64MB 4G15 No Reserve \$110.00 25 Mins Ended Items Gallery Items 剑 ⅎ Compag iPag H3670 - 64MB 4G15 \$1200.00 35 25 Mins Items Near Me 蓟 Items accepting New Compag iPag H3670 - 64MB 4G15 No Reserve \$15.00 45 25 Mins eBay Payments ð Compaq iPaq H3670 - 64MB 4G15 No Reserve \$120.00 200 25 Mins 卣 Compaq iPaq H3670 - 64MB 4G15 \$1200.00 25 Mins Also New Compao iPao H3670 - 64MB 4G15 No Reserve 25 Mins Related Items \$110.00 Phone Cords Compag iPag H3670 - 64MB 4G15 25 Mins \$1200.00 Prepaid Phone Cards Technology Books New Compaq IPaq H3670 - 64MB 4G15 No Reserve A \$10.00 30 Mins Books ð Compaq iPag H3670 - 64MB 4G15 No Reserve \$121.00 Popular Searches Compaq iPaq H3670 - 64MB 4G15 No Reserve 鹵 \$15.00 25 Mins Phone Cords
Prepaid Phone Cards 45 蓟 Compag iPag H3670 - 64MB 4G15 \$120.00 25 Mins Technology Books New Compaq iPaq H3670 - 64MB 4G15 No Reserve \$1200.00 25 Mins Related Stores Stores 196 卥 The Phone Store Compaq iPaq H3670 - 64MB 4G15 \$110.00 25 Mins All Phones New Compaq iPaq H3670 - 64MB 4G15 No Reserve \$1200.00 25 Mins All Tech Call Superstore
 Sharper Image Compag iPag H3670 - 64MB 4G15 No Reserve 30 Mins \$10.00 Compag iPag H3670 - 64MB 4G15 \$121.00 23 30 Mins Search Stores Note: Bid counts and price may be slightly out of date. eBay official time 17:09:40 PDT

FIG. 12A

< Previous 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Next >

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Search Stores

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FIG. 12B

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